

April 8, 1976

TO: BRUCE WAGNER (cc Morton, Spencer, Slight, Hughes)  
FROM: PETER KAYE *PK*  
SUBJECT: UNSOLICITED ADVICE

I read your memo to Rog Morton re: a 5-minute televised commercial by the President to Ronald Reagan.

I disagree with the premise, content, timing and strategic consideration.

First, the President cannot gain credibility by an outright attack on his opponent. Even if he is President; Nixon's experience proved that.

Second, leadership is not the issue. The issue is defense and detente. Besides, you don't look like a leader by attacking your opponent on paid radio and TV.

Third, Texas does not lend itself to this approach or through heavy media buying in metropolitan centers. The race is in 24 CDs.

Fourth, we look like copy-cats.

Fifth, man-to-man on this issue, we'd lose in Texas.

I do agree with the concept of both a 5 and 15-minute Ford TV piece. Immediately. We should have prepared one weeks ago. Before North Carolina.

I would use a mini-documentary. Film clips. Newspaper editorials attacking RR, of which we have plenty. Ford talking tough to reporters or, better still, non-political third party groups.

This can be produced in time for final four days of Texas if we get going now.

I realize I wasn't asked to comment on this.